

Monitoring Report on Feature of Interactive Carrier of Domestic Mobile Phone (Term II, 2018)

Editorial Note

In Q2 of 2018, appeal for better mobile phone user experience makes China's mobile phone industry in next period for growth in terms of large screen and high resolution. Currently, the hot spots of marketing of "all-screen" mobile phones stimulate rapid increase of the screen-to-body ratio; multi-media social demands and wider mobile phone applications continuously drive steady growth of the proportion of high pixel in 4G mobile phone camera.

Note: The statistical data in this Report come from the database of the Telecommunication Equipment Certification Center, CAICT.

Monitoring Analysis on Feature of Domestic Mobile Phone Screen

Screen is the important interface for interaction between mobile phones and users, and its configuration and feature directly influence use experiences of users. Therefore, screen and core chip set are deemed as two core components of mobile phones and account for higher proportion in mobile phone cost.

Size feature

Size, as the first appearance feature of screen, directly determines users' first impression and makes important influences on users' mode and habit of use

According to the statistic analysis by CAICT, in Q2 of 2018, of the mobile phones marketed in China, those with screens of 5 inches and above accounted for 77.5%, of which 4G mobile phones with large screen accounted for 95.4%. The trend of large-screen orientation in China's mobile phone industry continues.

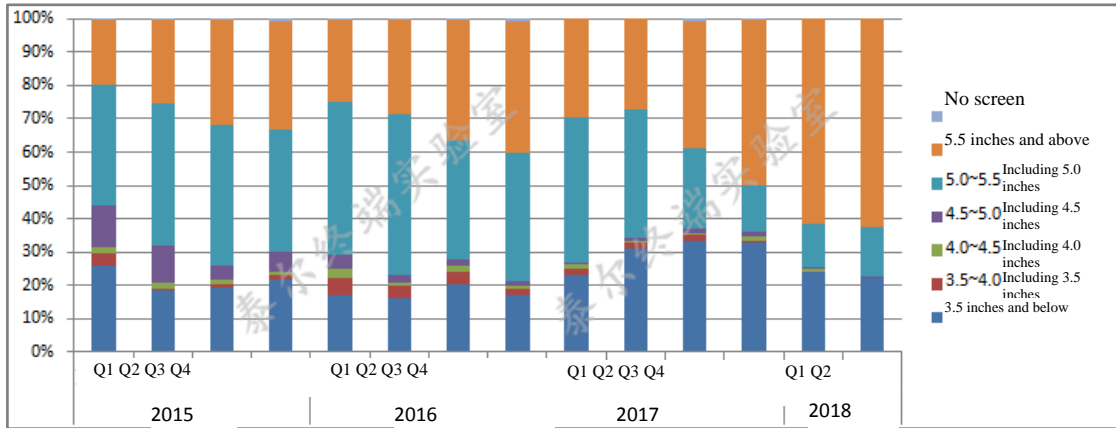


Chart 1: Size Feature

Resolution

Screen resolution directly influences users' visual impression. Larger screen size but too low resolution will badly spoil users' experience. Therefore, resolution is also one of key indexes which are taken into consideration by users when purchasing mobile phones.

According to the statistic analysis by CAICT, of the mobile phones marketed in China in Q2 of 2018, HD models (HD720 and higher) accounted for 77.0%. The resolution of 2G models

was mainly at HVGA, while 4G HD models accounted for 94.8%.

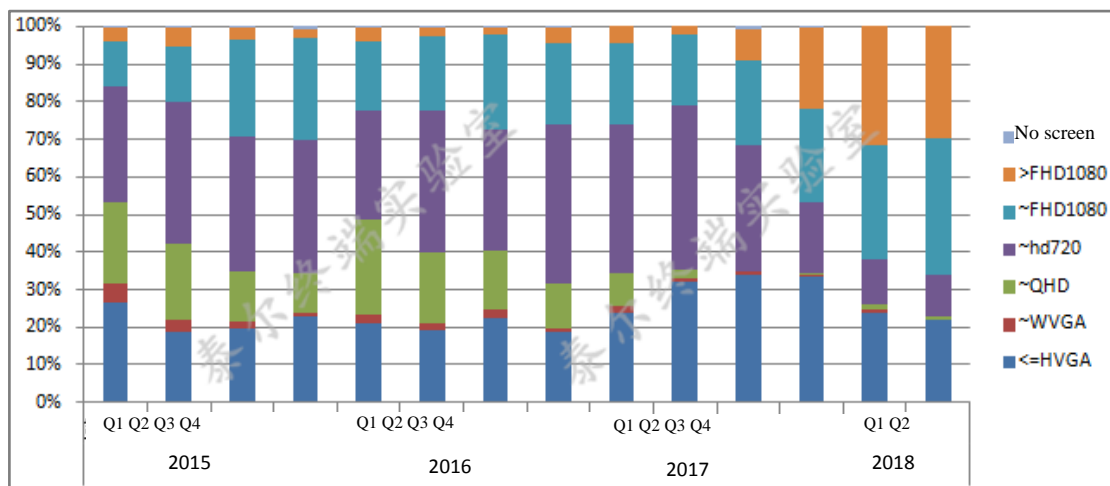


Chart 2: Resolution

Screen materials

Mobile phone screen can be made of various materials. Imaging principles and mechanisms closely relate to color saturation, brilliance and power consumption, thus becoming one of technical features that are highlighted by manufacturers in marketing.

According to the statistic analysis by CAICT, in Q2 of 2018, of the mobile phones marketed in China, TFT-material mobile phones accounted for 75.4%. TFT is still the first-choice screen material in China's mobile phone industry.

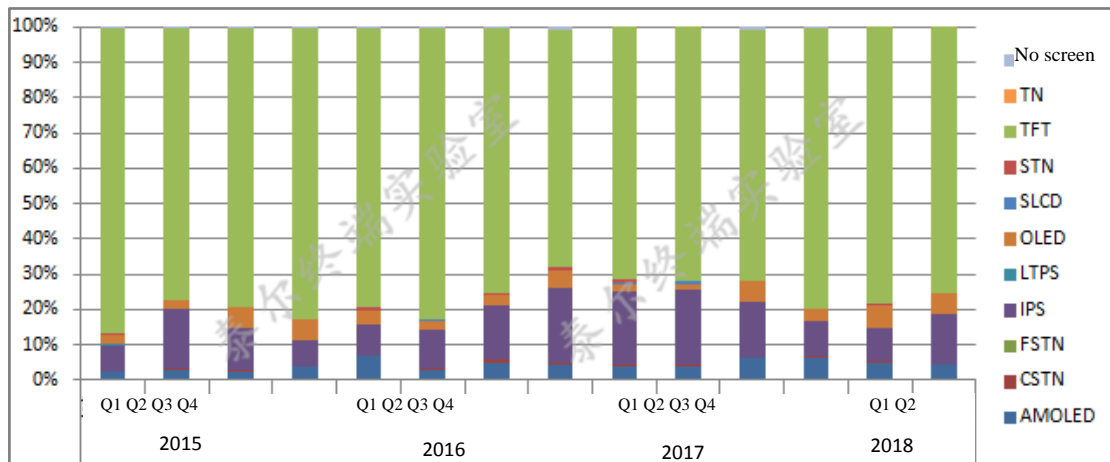


Chart 3: Screen Materials

Screen-to-body ratio

The screen-to-body ratio means the ratio of mobile phone screen area to overall unit area (bar-type mobile phone). If a mobile phone’s frame is designed to be narrower, the phone will look more impressive. Therefore, the screen-to-body ratio has always been an important index that mobile phone manufacturers keep improving.

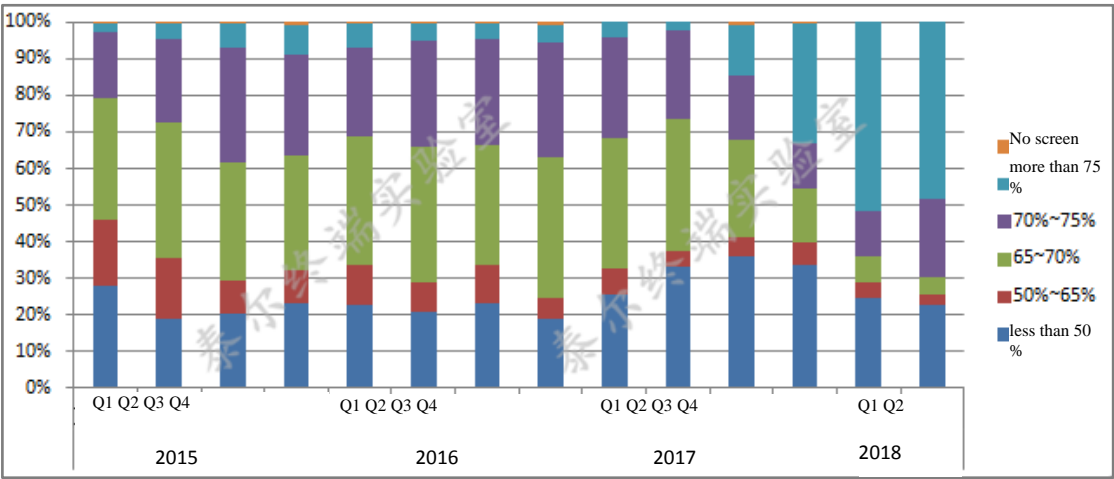


Chart 4: Screen-to-body ratio

Monitoring analysis on features of domestic mobile phone camera

Camera configuration

Camera is an important acquisition equipment of mobile phone, and the important carrier for users to use multi-media business.

According to the statistic analysis by CAICT, in Q2 of 2018, of the 4Gmobile phones marketed in China, those with rear camera accounted for 100%, and those with front camera accounted for 97.4%, with the configuration rate to be stable generally; of the 2Gmobile phones, those with rear camera accounted for 83.3%, while those with front camera only for 0%.

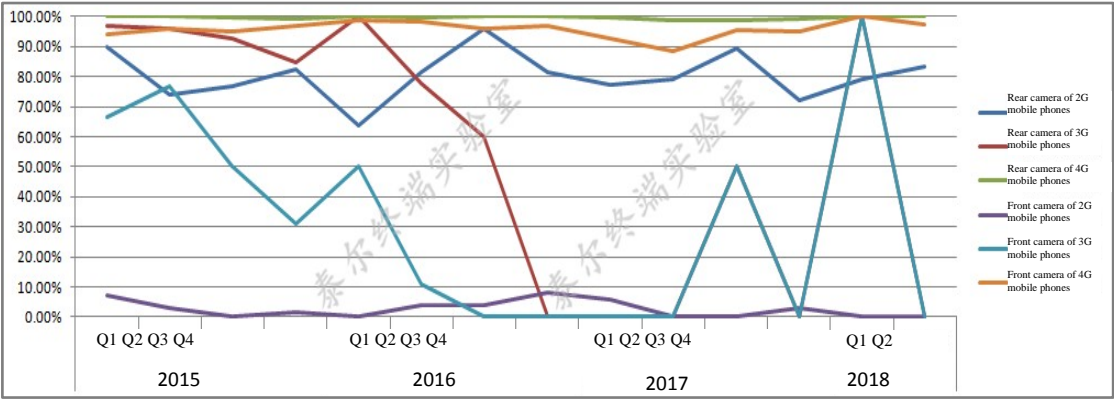


Chart 5: Camera Configuration

Pixel of front camera

Front camera was mainly used for video telephone and other businesses. With vigorous growth of mobile Internet business, front camera has been widely used in self-snapshot and OTT video telephone, etc.

According to the statistic analysis by CAICT, in Q2 of 2018, of the 4G mobile phones with front camera marketed in China, 5-megapixel and above modules accounted for 85.8%, and the proportion of models with high pixel rate increased slightly.

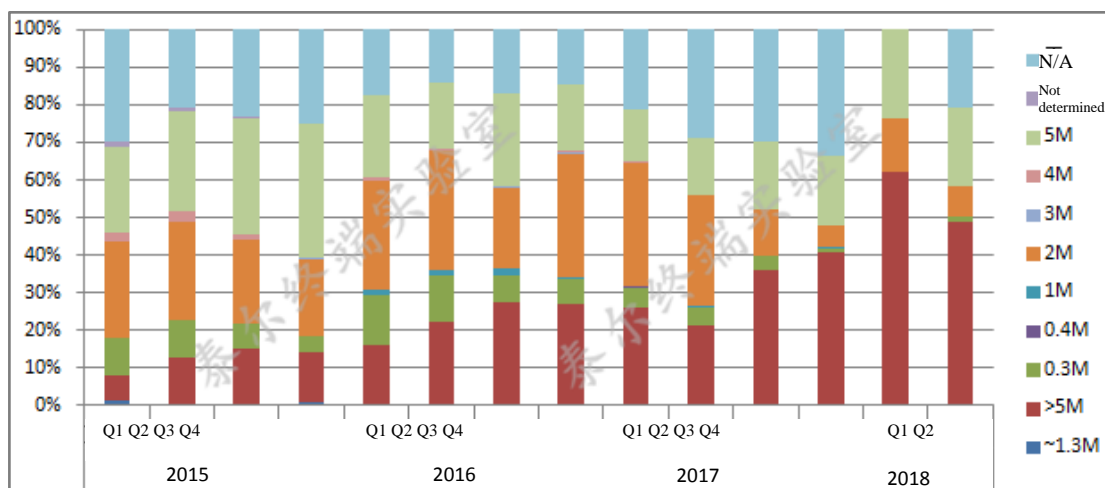


Chart 6: Pixel of front Camera

Pixel of rear camera

Compared with front camera, rear camera is more frequently used. Rear camera is widely used by users for HD shooting. Therefore, rear camera's pixel configuration should be better than front camera. According to the statistic analysis by CAICT, in Q2 of 2018, of the 4G mobile phones with rear camera marketed in China, 5-megapixel and above modules accounted for 96.8%; and almost all 2G modules are with 5 megapixel and below.



Chart 7: Pixel of 2G Mobile Phone's Rear Camera

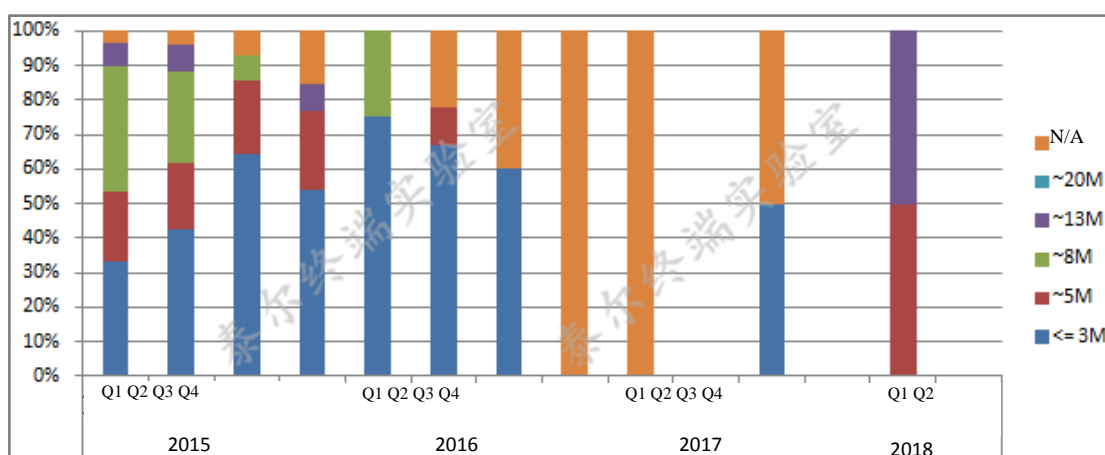


Chart 8: Pixel of 3G Mobile Phone's Rear Camera

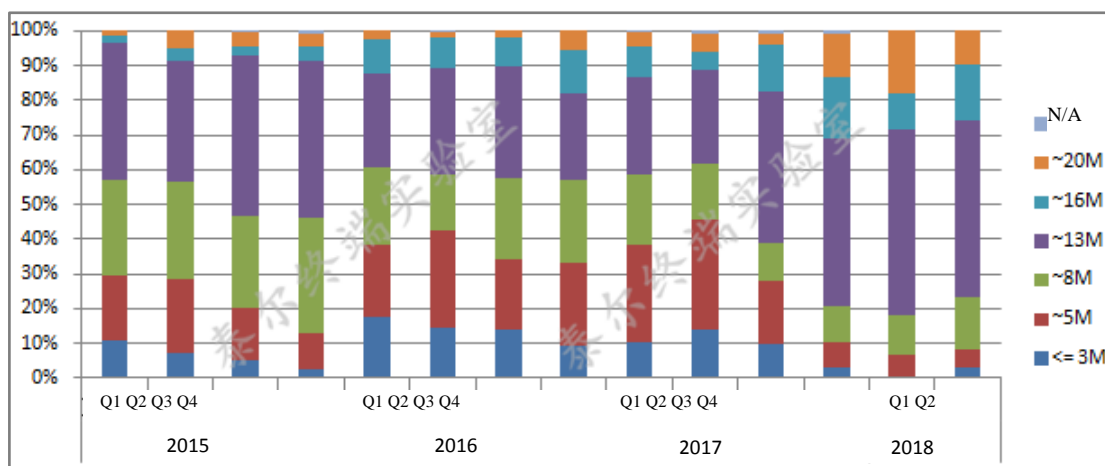


Chart 9: Pixel of 4G Mobile Phone's Rear Camera

About the team

CAICT's cross-department special research team is responsible for follow-up study on "feature and technical capacity of domestic mobile phones". Consisting of several industrial experts and researchers from CTTL-Terminals, the Telecommunication Equipment Certification Center and other departments, the team concentrates on follow-up study and analysis on technical feature and industrial development of China's mobile phone.

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